

ORDER



Orders
Order / Rev: 36857
Alt Order #: 07914511
Product Desc: DICKERSON/SS20/R
Estimate: 3467
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

WTVF

Primary AE: Fran Berg
Sales Office: WADC
Sales Region: National

Agency Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Steve Dickerson for State Senate
Demographic: A35-64
Product Codes: PO03
Priority: P4
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/31/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	48	\$44,200.00	\$37,570.00
10/29/12	10/29/12	5	\$2,250.00	\$1,912.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$44,200.00	\$37,570.00	0.00
November 2012	5	\$2,250.00	\$1,912.50	0.00
Totals	53	\$46,450.00	\$39,482.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTVF	38%	\$46,450.00
Market	100%	\$122,236.84

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	62%	\$75,786.84
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTVF	10/23/12	10/26/12	M-F 5a-6a	CM	5a-6a	-TWTF--	:30	3	\$300.00	P4	0.00	NM	3	\$900.00
5A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--			3			\$300.00		0.00			

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Advertiser: Steve Dickerson for State Senate
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WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTVF	10/23/12	10/26/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a -TWTF--	:30	3	\$300.00	P4	0.00	NM	3	\$900.00
5A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$300.00		0.00			
E 2	WTVF	10/23/12	10/26/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a -1111--	:30	4	\$525.00	P4	0.00	NM	4	\$2,100.00
MORNING REPORT< 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--				4	\$525.00		0.00			
E 3	WTVF	10/23/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a -1111--	:30	4	\$200.00	P4	0.00	NM	4	\$800.00
CBS THS MRNG-2< 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--				4	\$200.00		0.00			
E 4	WTVF	10/23/12	10/26/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p -TWTF--	:30	2	\$625.00	P4	0.00	NM	2	\$1,250.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$625.00		0.00			
E 5	WTVF	10/23/12	10/26/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p -TWTF-- (6:00 PM-6:30 PM)	:30	4	\$750.00	P4	0.00	NM	4	\$3,000.00
6P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$750.00		0.00			
E 6	WTVF	10/23/12	10/26/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p -TWTF-- (6:30 PM-7:00 PM)	:30	3	\$700.00	P4	0.00	NM	3	\$2,100.00
630P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$700.00		0.00			
E 7	WTVF	10/23/12	10/26/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p -1111--	:30	4	\$1,100.00	P4	0.00	NM	4	\$4,400.00
10P NEWS 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--				4	\$1,100.00		0.00			
E 8	WTVF	10/23/12	10/26/12	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p -1111--	:30	4	\$300.00	P4	0.00	NM	4	\$1,200.00
D LETTRMAN-CBS< 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--				4	\$300.00		0.00			
E 9	WTVF	10/23/12	10/26/12	M-F 1135p-1237a M-F 1135p-1237a	CM	1135p-1237a -1111--	:30	4	\$125.00	P4	0.00	NM	4	\$500.00
LT-FERGUSN-CBS< 1/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--				4	\$125.00		0.00			
E 10	WTVF	10/23/12	10/23/12	Tue CBS Prime 7p-8p NCIS	CM	658p-8p -T-----	:30	1	\$2,600.00	P4	0.00	NM	1	\$2,600.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$2,600.00		0.00			
E 11	WTVF	10/23/12	10/23/12	Tue CBS Prime 9p-10p Vegas	CM	9-10p -T-----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
VEGAS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,500.00		0.00			
E 12	WTVF	10/25/12	10/25/12	Thu CBS Prime 9p-10p Elementary	CM	9p-10p ---T---	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
ELEMENTARY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,500.00		0.00			
E 13	WTVF	10/26/12	10/26/12		CM	658p-8p ----F--	:30	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00

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Advertiser: Steve Dickerson for State Senate
 Product Desc: DICKERSON/SS20/R
 Estimate: 3467
 WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Fri CBS Prime 7p-8p CBS Prime CBS PRIME <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$1,200.00 0.00														
E 14	WTVF	10/26/12	10/26/12	Fri CBS Prime 9p-10p Blue Bloods	CM	9p-10p ----F--	:30	1	\$1,600.00	P4	0.00	NM	1	\$1,600.00
BLUE BLOOD-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$1,600.00 0.00														
E 15	WTVF	10/27/12	10/27/12	Sat AM News 6a-9a Sa 6a-9a	CM	558a-9a -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
WKND MORNG RPT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$300.00 0.00														
E 16	WTVF	10/27/12	10/27/12	Regular Season GA v. FL	CM	230p-6p (2:30 PM-6:00 PM) -----S-	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
SEC FOOTBALL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$3,000.00 0.00														
E 17	WTVF	10/27/12	10/27/12	Sat News 6p-630p Sa 6p-630p	CM	558p-630p -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
SAT 6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$300.00 0.00														
E 18	WTVF	10/27/12	10/27/12	Sat CBS Prime 8p-9p CBS Prime	CM	8p-9p -----S-	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
CRIMINAL MINDS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$750.00 0.00														
E 19	WTVF	10/27/12	10/27/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p -----S-	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
NWSCHL5 AT 10P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$750.00 0.00														
E 20	WTVF	10/28/12	10/28/12	Sun AM News 6a-8a Su 6a-8a	CM	558a-8a -----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
WKND MORNG RPT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$250.00 0.00														
E 21	WTVF	10/28/12	10/28/12	Sun CBS Sunday Morn &M CBS Sunday Morning	CM	757a-930a -----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
SUNDAY MRN-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$800.00 0.00														
E 22	WTVF	10/28/12	10/28/12	Sun 930a-10a Face the Nation	CM	930a-10a -----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
FACE NATN-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$800.00 0.00														
E 23	WTVF	10/28/12	10/28/12	NFL Titans NFL Titans	CM	11a-6p (12:00 PM-4:00 PM) -----S	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
NFL: TENN TITANS v COLTS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$10,000.00 0.00														
E 24	WTVF	10/28/12	10/28/12	Sun CBS Prime 6p-7p 60 Minutes	CM	557p-7p -----S	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
60 MINUTES-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$2,000.00 0.00														
E 25	WTVF	10/28/12	10/28/12		CM	1024p-1050p -----S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun Sports Central 1024p											
				Su Sports Central											
SUN SPORTS CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$600.00		0.00				
E 26	WTVF	10/29/12	10/29/12	M-F 6a-7a	CM	6a-7a	M-----	:30	1	\$525.00	P4	0.00	NM	1	\$525.00
				M-F 6a-7a											
MORNING REPORT<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1			\$525.00		0.00				
E 27	WTVF	10/29/12	10/29/12	M-F 8a-9a	CM	8a-9a	M-----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
				M-F 8a-9a											
CBS THS MRNG-2<															
						1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1			\$200.00		0.00				
E 28	WTVF	10/29/12	10/29/12	M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p	M-----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
				M-Sa 10p-1035p, Su 10p-1035p (10:00 PM-10:30 PM)											
10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1			\$1,100.00		0.00				
E 29	WTVF	10/29/12	10/29/12	M-F 1035p-1135p	CM	1035p-1135p	M-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				M-F 1035p-1135p											
D LETTRMAN-CBS<															
						1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1			\$300.00		0.00				
E 30	WTVF	10/29/12	10/29/12	M-F 1135p-1237a	CM	1135p-1237a	M-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				M-F 1135p-1237a											
LT-FERGUSN-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1			\$125.00		0.00				
													Totals	53	\$46,450.00

Rep Order# 7914511 Ver# 1 Status New
EC'd Yes

Traffic Order#

36851

Printed: 10/22/2012 8:13 AM
Last Received: 10/22/2012 8:00 AM
Showing Buylines: All Lines

1 of 4

Station WTVF-TV NASHVILLE TN
Advertiser () DICKERSON, STEVE
Product DICKERSON/SS20/R
Estimate# 3467
Buyer NMRPP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 271/487/3467
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

STEVE DICKERSON ST SENATE =TN SD20 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	5A NEWS	:30	\$300.00	10/23-10/26	3	1	3	\$900.00	
Rating: 4.2												
	2	TU-F	6A-7A	MORNING REPORT<	:30	\$525.00	10/23-10/26	4	1	4	\$2,100.00	
Rating: 6.1												
Rating: 6.1												
	3	TU-F	8A-9A	CBS THS WRNG-2<	:30	\$200.00	10/23-10/26	4	1	4	\$800.00	
Rating: 2.8												
Rating: 2.8												
	4	TU-F	5P-530P	5P NEWS	:30	\$625.00	10/23-10/26	2	1	2	\$1,250.00	
Rating: 5.3												
Rating: 5.3												
	5	TU-F	6P-630P	6P NEWS	:30	\$750.00	10/23-10/26	4	1	4	\$3,000.00	
Rating: 6.5												
Rating: 6.5												
	6	TU-F	630P-7P	630P NEWS	:30	\$700.00	10/23-10/26	3	1	3	\$2,100.00	
Rating: 6.5												
Rating: 6.5												
	7	TU-F	10P-1030P	10P NEWS	:30	\$1,100.00	10/23-10/26	4	1	4	\$4,400.00	
Rating: 8.2												
Rating: 8.2												

Buyline Comment: 1/DAY

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Agency	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314	Rep Firm	() WASHINGTON
Agency C/P1/P2/E	271/487/3467	Sales Office (Salesperson (
Flight Dates	10/23/2012 - 10/29/2012		FRAN BERG
Hiatus Weeks		Salesperson Phone#	202-872-1155
		Salesperson FAX#	202-872-8745

	LT	In	Day	Time	Program	Len	Rate	Dates	Spots/ Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating:													
	8	TU-F		1035P- 1135P	D IETTRMAN-CBS<	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
	Buyline Comment: 1/DAY							P4					
9	TU-F			1135P- 1235A	LT-FERGUSN-CBS<	:30	\$125.00	10/23-10/26	4	1	4	\$500.00	
Rating:	1.8				Buyline Comment: 1/DAY								
10	TU			7P-8P	NCIS	:30	\$2,600.00	10/23-10/23	1	1	1	\$2,600.00	
Rating:	14.0												
11	TU			9P-10P	VEGAS	:30	\$1,500.00	10/23-10/23	1	1	1	\$1,500.00	
Rating:	10.0												
12	TH			9P-10P	ELEMENTARY	:30	\$1,500.00	10/25-10/25	1	1	1	\$1,500.00	
Rating:	8.9												
13	F			7P-8P	CBS PRIME	:30	\$1,200.00	10/26-10/26	1	1	1	\$1,200.00	
Rating:	6.9												
14	F			9P-10P	BLUE BLOOD-CBS	:30	\$1,600.00	10/26-10/26	1	1	1	\$1,600.00	
Rating:	8.0												
15	SA			6A-9A	WKND MORNG RPT	:30	\$300.00	10/27-10/27	1	1	1	\$300.00	
Rating:	4.5												
16	SA			230P-6P	SEC FOOTBALL	:30	\$3,000.00	10/27-10/27	1	1	1	\$3,000.00	
Rating:	8.5				GAF/L P1								
17	SA			6P-630P	SAT 6P NEWS	:30	\$300.00	10/27-10/27	1	1	1	\$300.00	
Rating:	4.1				P4								

Rep Order# 7914511 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/22/2012 8:13 AM
Last Received: 10/22/2012 8:00 AM
Showing Buylines: All Lines

3 of 4

Station WTVF-TV NASHVILLE TN
Advertiser () DICKERSON, STEVE
Product DICKERSON/SS20/R
Estimate# 3467
Buyer NMRPP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 271/487/3467
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	18	SA	8P-9P	CRIMINAL MINDS	:30	\$750.00	10/27-10/27	1	1	1	\$750.00	
Rating: 5.3												
	19	SA	10P-1030P	NWSCHLS AT 10P	:30	\$750.00	10/27-10/27	1	1	1	\$750.00	
Rating: 5.9												
	20	SU	6A-8A	WKND MORNG RPT	:30	\$250.00	10/28-10/28	1	1	1	\$250.00	
Rating: 6.1												
	21	SU	8A-930A	SUNDAY MRN-CBS	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
Rating: 7.7												
	22	SU	930A-10A	FACE NATN-CBS	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
Rating: 5.1												
	23	SU	12P-4P	NFL: TENN TITANS V COLTS	:30	\$10,000.00	10/28-10/28	1	1	1	\$10,000.00	
Rating: 23.0												
	24	SU	6P-7P	60 MINUTES-CBS	:30	\$2,000.00	10/28-10/28	1	1	1	\$2,000.00	
Rating: 13.0												
	25	SU	1025P-1045P	SUN SPORTS CENTER	:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
Rating: 6.1												
	26	M	6A-7A	MORNING REPORT<	:30	\$525.00	10/29-10/29	1	1	1	\$525.00	
Rating: 6.1												
	27	M	8A-9A	CBS THS MRNG-2<	:30	\$200.00	10/29-10/29	1	1	1	\$200.00	
Rating: 2.8												
	28	M	10P-1030P	10P NEWS	:30	\$1,100.00	10/29-10/29	1	1	1	\$1,100.00	
Rating: 8.2												

Buyline Comment: 1/DAY

Rep Order# 7914511 Ver# 1 Status New
EC'd Yes

Traffic Order#

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Showing Buylines: All Lines

4 of 4

Station WTVF-TV NASHVILLE TN
Advertiser () DICKERSON, STEVE
Product DICKERSON/SS20/R
Estimate# 3467
Buyer NMRRP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 271/487/3467
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	29	M	1035P-1135P	D LETTRMAN-CBS<	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
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Rating: 3.3
Buyline Comment: 1/DAY

	30	M	1135P-1235A	IT-FERGUSN-CBS<	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
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Rating: 1.8
Buyline Comment: 1/DAY

---REPORT TOTALS---

Report Totals: 53 / \$46,450.00

---SALES MONTHLY TOTALS---

Oct 12: 48 / \$44,200.00 Nov 12: 5 / \$2,250.00

Sales Totals: 53 / \$46,450.00

Station Totals: 53 / \$46,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$122,237

CABL 0%	CBIA 0%	CBIB 0%	INTA 0%	NCFP 0%
UNKN 62%	WKRN 0%	WNAB 0%	WSMV 0%	WTVF 38%
WUXP 0%	WZTV 0%			

Books null
Demos RA3564